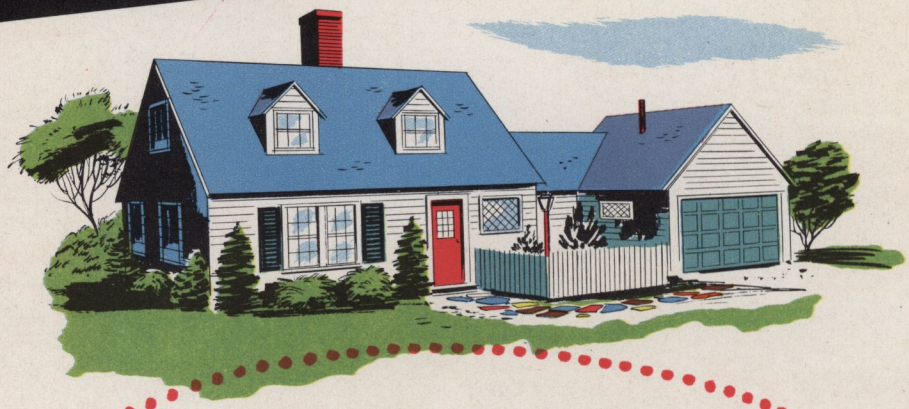
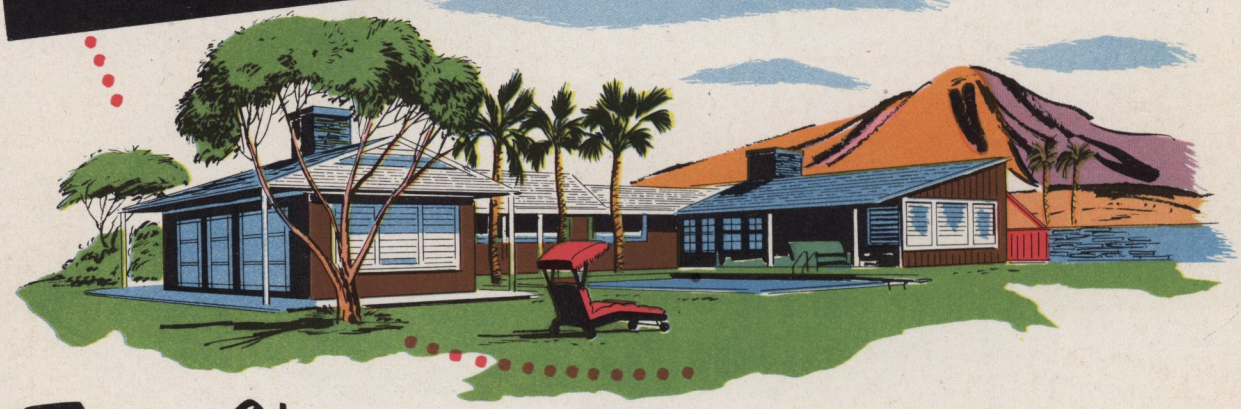
The Modern Style is
GENUINE CLAY
tile
for a more beautiful home
Pictured here is Hollywood star, Jane Wyatt, in a scene from the 20th Century-Fox picture, "MY BLUE HEAVEN". This charming scene could be the kitchen in your own home. And, this is but one of the rooms that can be made more beautiful . . . more livable . . . more efficient by the generous use of modern Clay Tile.
THE MODERN STYLE IS CLAY TILE

CAPE COD COTTAGE . . .



From small suburban homes to showpiece country estates, you'll find Genuine Clay Tile is used more and more to brighten and beautify America's homes. In kitchen and bath, porch and game room, laundry and powder room, Genuine Clay Tile creates wall, floor and countertop surfaces that are lovely to look at and live with—for years and years.

. . . OR CALIFORNIA RANCH HOUSE



First Choice

WITH DECORATORS AND DESIGNERS—ARCHITECTS AND BUILDERS, GENUINE CLAY TILE

is right for *your* home, too, because it combines smart style and color with lifetime freedom from the drudgery of scrubbing, waxing and refinishing. One quick swish with a damp cloth and the fired-in colors of Tile are sparkling bright. That's why you'll always be glad you used Genuine Clay Tile.

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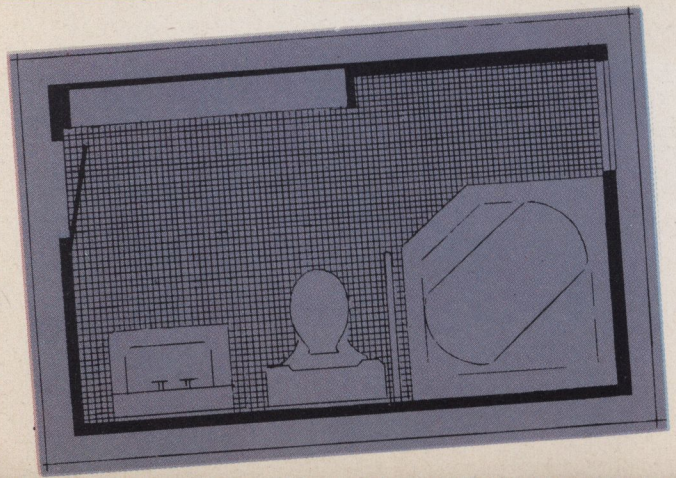
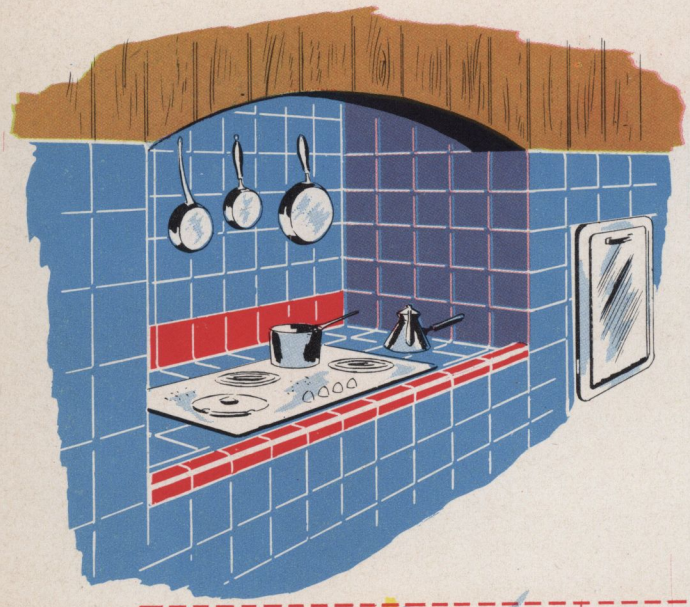


A room for your guests to admire and copy

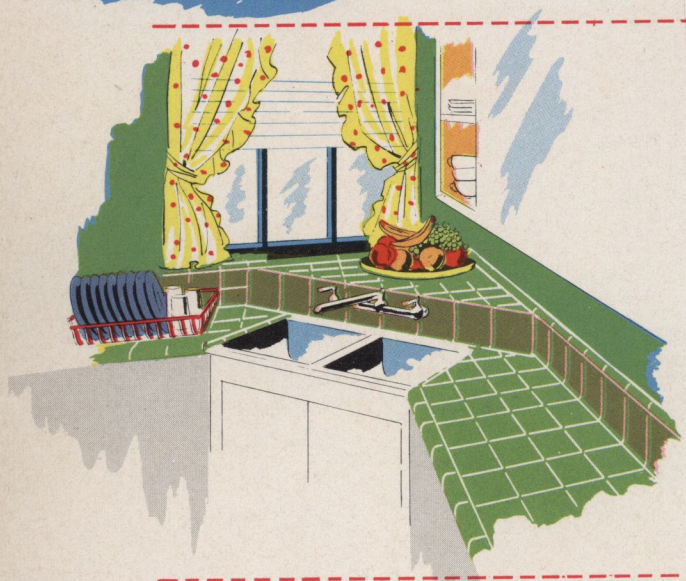
When one of America's leading magazine* editors wanted to show two-and-a-half million readers her idea of a modern and efficient bathroom, she chose one—naturally—with tiled floor and walls. Only 6 x 9 feet in area, this bathroom has 27 feet of shelf and storage space . . . 8½ feet for towel hanging . . . a modern tub for bathing or showering . . . a 2 x 3½ foot mirror. Every woman can recognize *style* in a bathroom like this. And no man can resist the efficiency, the sparkling cleanliness, the long-term economy of a Genuine Clay Tile bathroom.

* photo from American Home



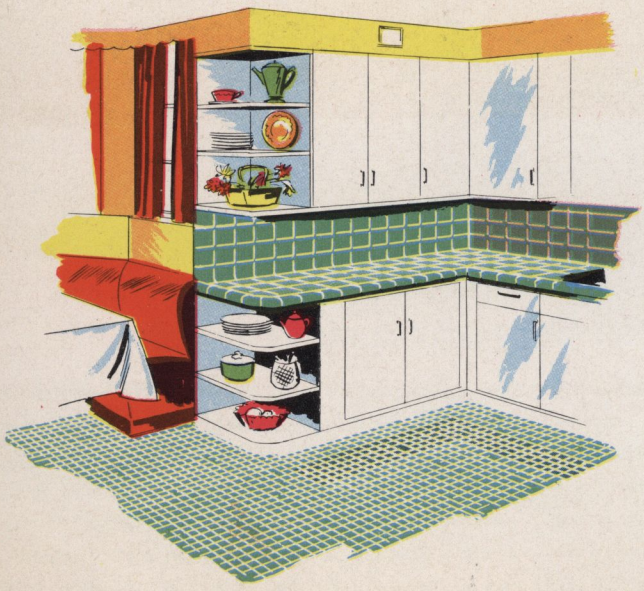
LAUGH AT GREASE SPLATTER

Go right ahead and cook all those wonderful foods that your menfolk like! Let the grease splatter or smoke. With Tile in the picture, you can wipe it right up quickly and easily with a damp cloth. In fact, Genuine Clay Tile is the *one* material to use with the countertop stove and built-in, eye-level oven that are becoming so popular.



LIKE WATER OFF A DUCK'S BACK

Let the children help you with the dishes. Sure, they'll splash a little (maybe a lot), but with Tile countertops, you needn't worry. Wipe up with a cloth or sponge—Tile sheds water. And water doesn't cut the gleaming finish because the fired-in beauty lasts and lasts and lasts.



JUST WIPE CLEAN WITH A DAMP CLOTH

The woman who can keep house, clean, and cook three meals a day without spilling just a little something, hasn't been born yet. And there's no more aggravating place than that no-man's-land between the kitchen and the eating area! But, with Genuine Clay Tile you need never worry. Tile cleans with just a swish of a damp cloth. No waxing or polishing needed to achieve that "company-coming" gleam.

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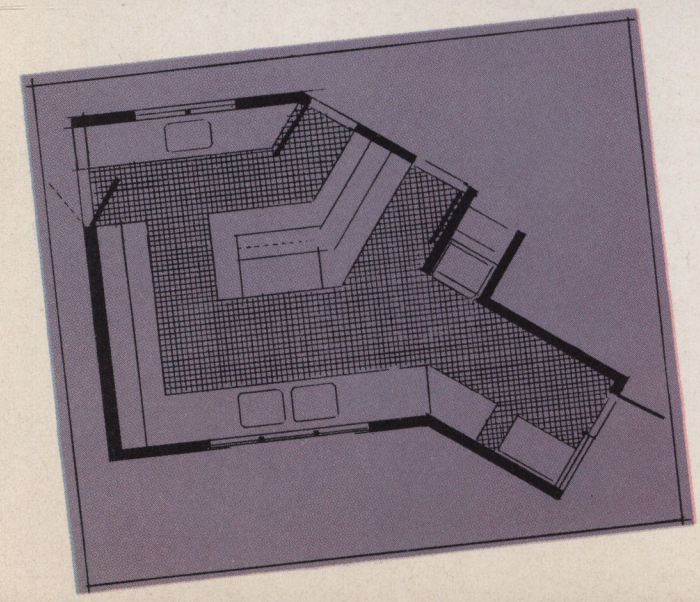

Tiled efficiency means modern good looks – Everywhere you look in this kitchen, you'll see a feature that would make you happier if you owned one like it. You'll wonder how you ever got along without a center island providing so much counter space and overhead storage. A four-burner range is attractively set into a fireproof Clay Tile countertop. And just look at the clean, markproof floor, the Tile on the walls and countertops that will prevent food stains from marring the beauty of your "workroom". Colorful, durable and as easy to clean as a china dish, this tiled kitchen is actual proof that efficiency can be attractive!

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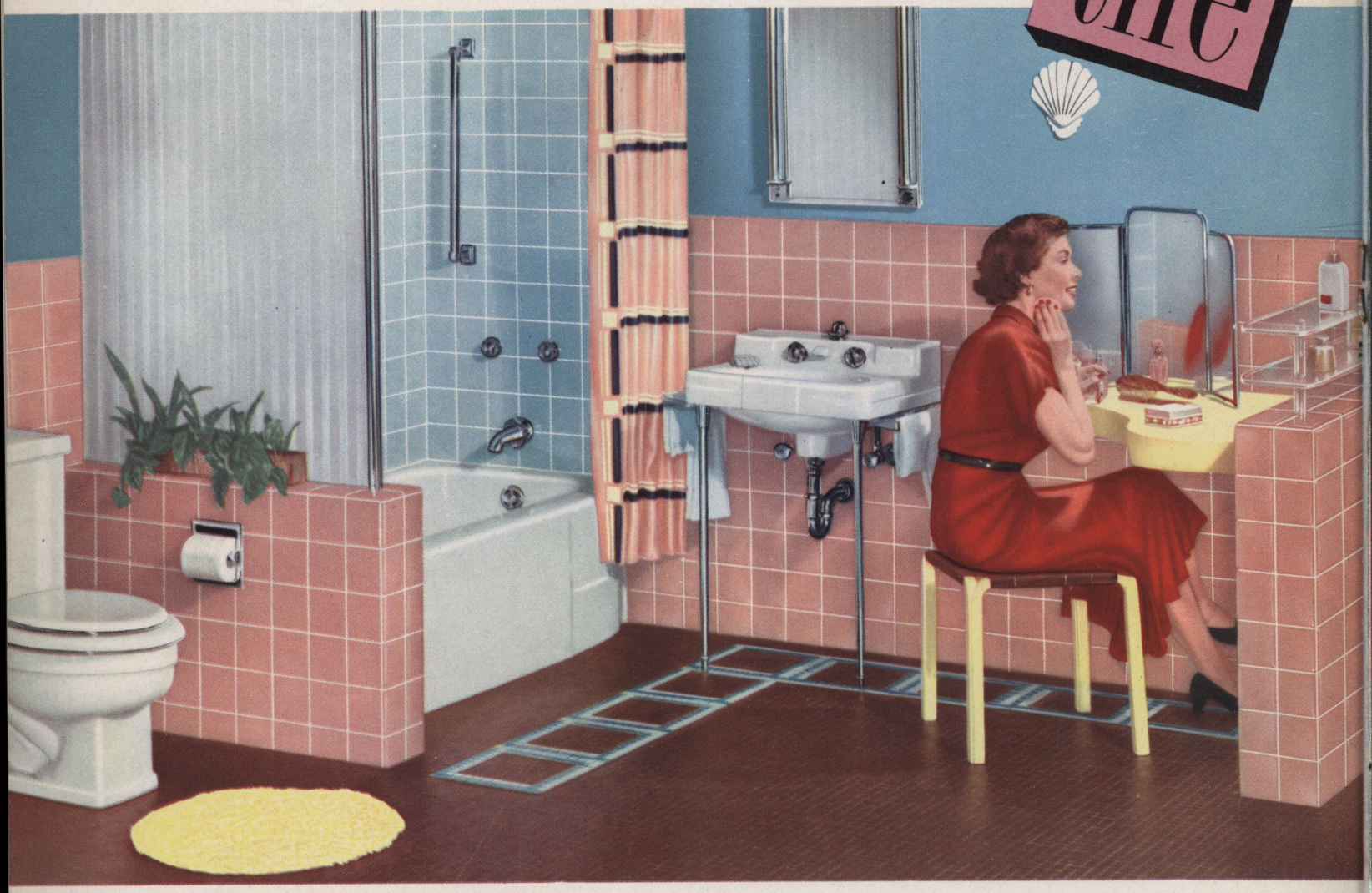
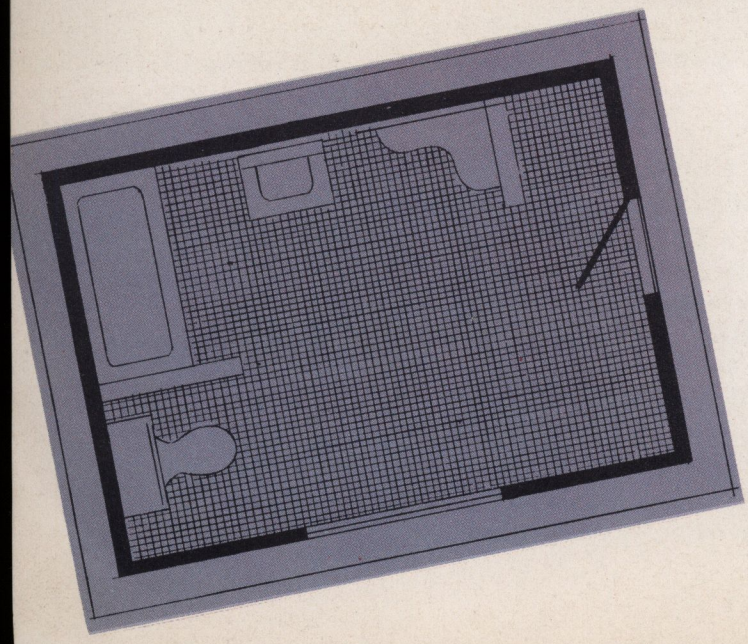




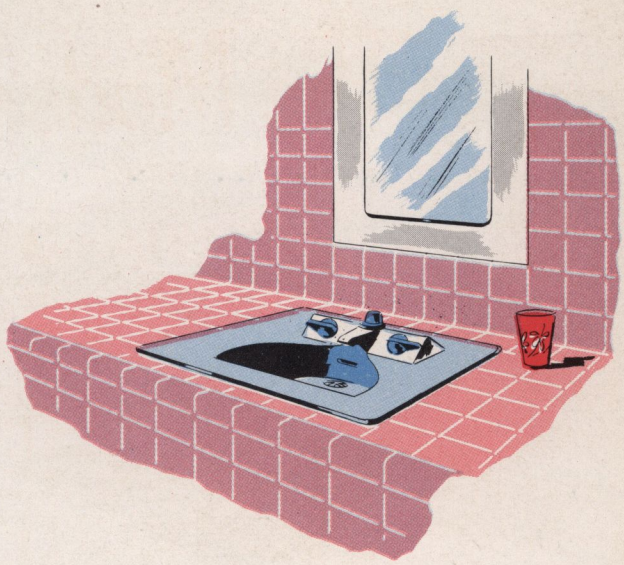
A dream to clean

Bathing, showering or making-up for that important engagement, you're surrounded by gleaming Clay Tile in the colors or patterns of your choice. The tiled tub* area for lolling or taking a needle shower is as easy to clean as the tub itself. No staining or wear marks to worry about with this sparkling Tile floor. Truly, this is a room that will stay new looking . . . a room where the Clay Tile surfaces will eliminate the drudgery and expense of waxing and refinishing for years and years.

* fixtures by Crane

LET IT POUR

Water, water everywhere, but who cares? Tile doesn't! Water and soap wipe off like magic. It thrives on that splashy treatment husbands love when they're shaving. And don't tell the children, but they could even have water fights here! Beauty, durability, convenience—that's Tile for your washbowl area.

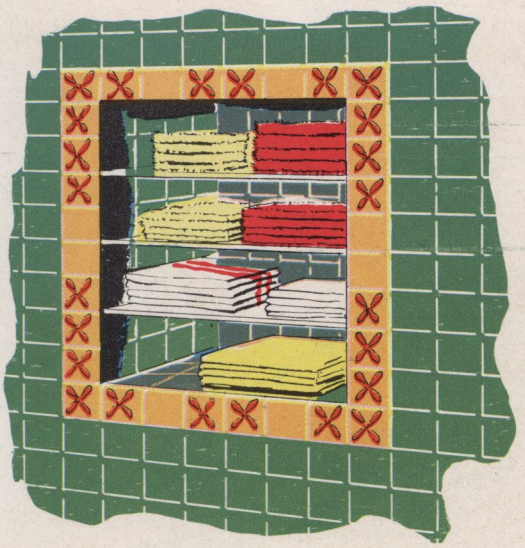


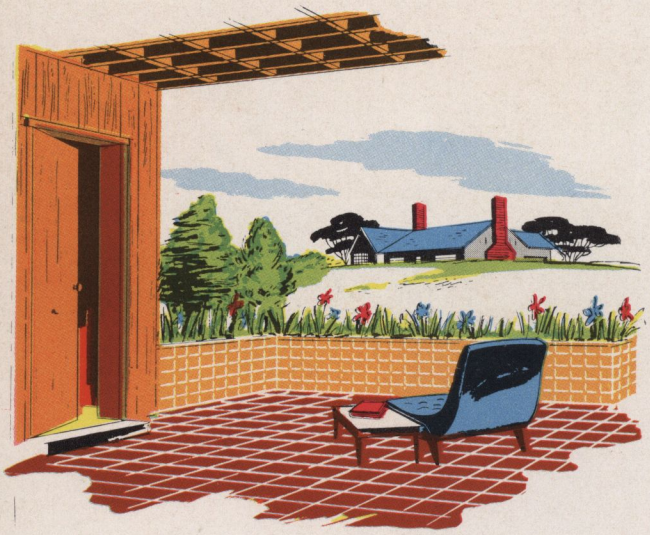
GLISTENING CLEANLINESS FOR LEISURELY DRESSING

Spread out your bottles and jars. Take all the room you want for that quick touch-up or the long, leisurely beauty treatment that does so much for a woman's morale. Spill something? That's all right. You can't stain Tile. And for this beauty corner you can select color combinations or patterns to suit your taste.

TO SET OFF PRECIOUS LINENS

Here's an idea for you—handsome, colorful linen storage to display your precious percales and man-sized towels. Everything easy to get at and keep clean . . . no corners or crevices to collect dust and mar your spotless laundering. You can design your own shadow-box from many exquisite permanent colors.



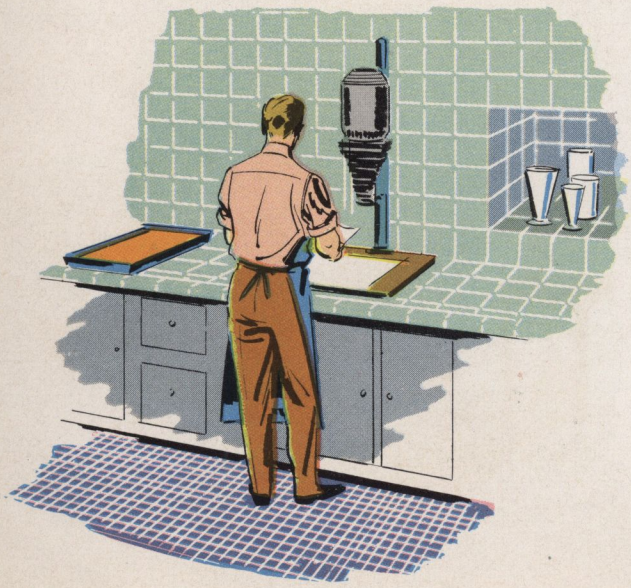


SMILE AT THE SUN AND LAUGH AT THE RAIN

When you build this outdoor porch or terrace, be prepared to have it become the most popular place in the house. The weather-proof floor of Genuine Clay Tile is durable and easy to clean . . . no problem ever of warping, shrinking or resurfacing. The latticed roof protects you from the sun, morning and afternoon. And at night you can pull a cot or bed out for cool summer sleeping.

TILE CAN TAKE IT

Play room, rumpus room, game room—no matter what you call it, it still takes a beating. Install Tile for the floor and then forget about those heel marks, wet glasses and forgotten cigarettes. Tile in a myriad of decorator colors laughs at dancing feet and scraping furniture. Your guests may raise the roof, but they won't harm the Tile floor.

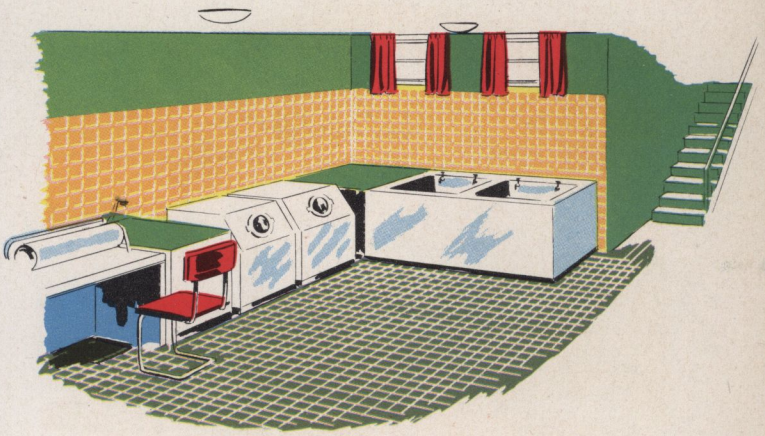


SPILL AWAY, MR. JONES

Developer, stop bath, hypo—they may be just words to some of us, but they do leave such dreadful stains. That is, they leave stains on some things, but never on Tile. And the lucky man or woman who gets to use a darkroom with floor and table tops of efficient, durable Tile will wonder how photography developed so far without it.

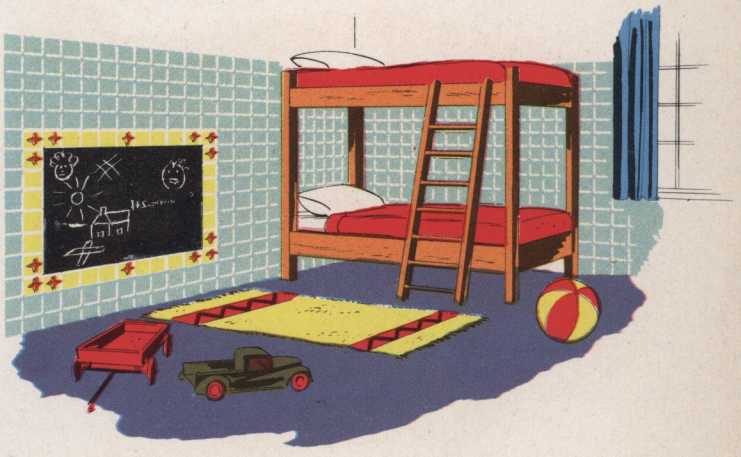
CLOTHES JUST SEEM TO GET CLEANER

There's simply no part of a laundry room that isn't a perfect spot for glistening, sterile Clay Tile. Walls . . . floor . . . working areas. With water-resistant Clay Tile in your laundry, Monday will become the day you'll elect as the one most likely to be a pleasure.



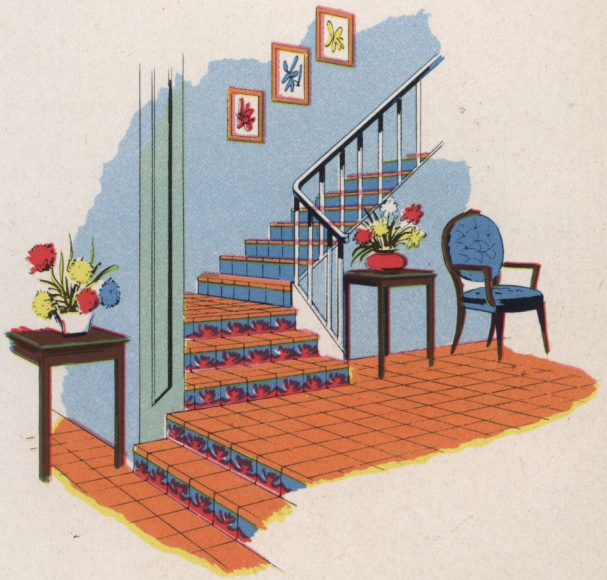
SAVE YOUR WALLS AND YOUR TEMPER

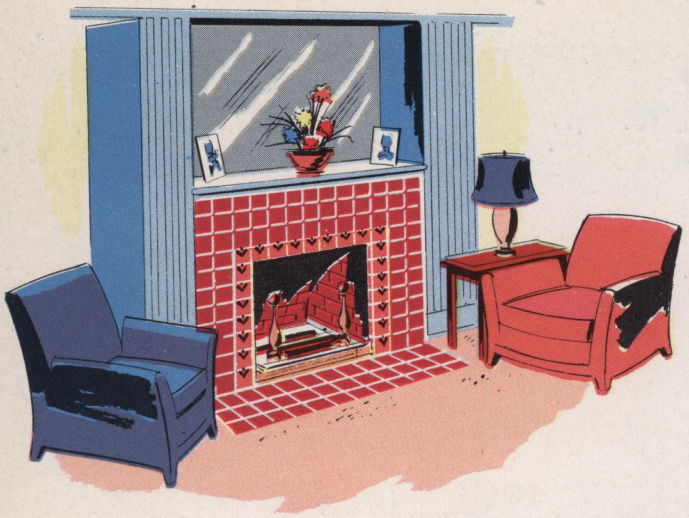
The children are going to mark up the walls —you can't get away from it. Whether they do it with crayon or grimy hands makes no difference. Why not fool them—put a big slate or blackboard in the wall and set it off with a tiled pattern so that the slate will stand out. Naturally, the rest of the walls, up to children-height, will be Tile, too.



A TILED STAIRWAY TO YOUR DREAMS

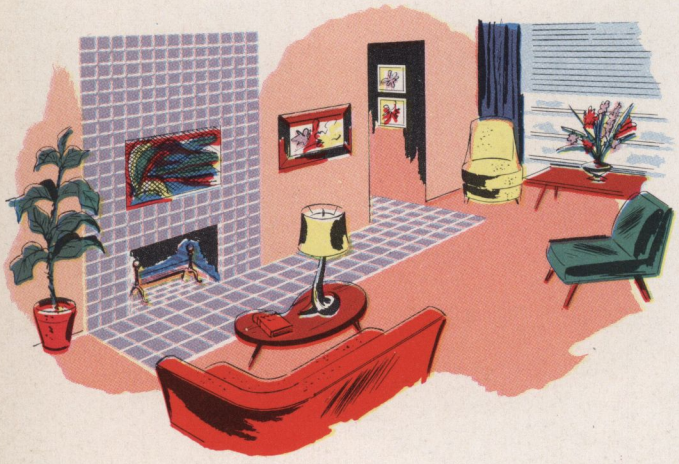
The rich decorative colors of a tiled floor lend warmth to your entrance foyer. Better yet, you'll never lose your temper when folks traipse in out of the rain and snow. And with gay patterns or colors in Tile repeated up to the second floor, boys of all ages can climb your stairs, even in spiked shoes, without a sign of wear.





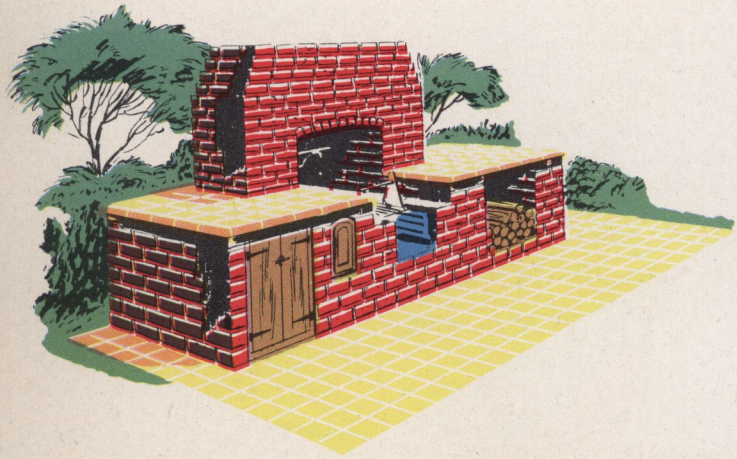
SITTING BY THE FIRE—TRADITIONALLY

With your favorite easy chair pulled up close to the fire, pipe and slippers are mighty appealing. The warmth and friendliness of the glowing flames will be reflected around the room by the glistening Tile setting. Never a worry about soot, sparks or ashes. Tile is fireproof and cleans like a dream.



GLOW OF EMBERS IN A MODERN SETTING

A fireplace can be more than an accessory or a useless addition to the decor. Center the design theme of a living room around a colorful Tile fireplace. A mural or mosaic of Tile will individualize the room and relate it to your own interests. Set off your fireplace with Clay Tile and make it the gathering place for family and friends.

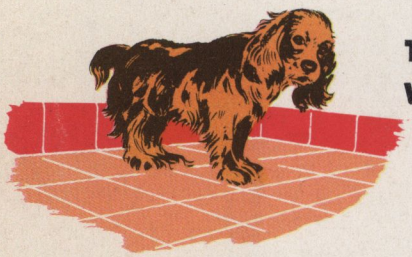


SERVE A MEAL AND SET A NEIGHBORHOOD STYLE

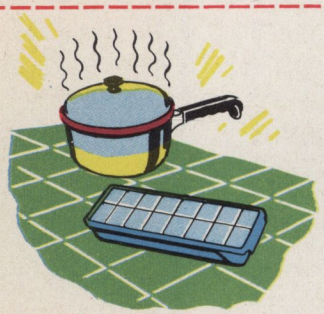
Barbecue that steak or charcoal broil it. Your problem is not how to cook but how to limit the crowds who want to come to your outdoor suppers. Tiled preparation surfaces are completely weatherproof . . . always ready to serve you and your guests.

TILE IS EASY TO CLEAN

TILE IS STAINPROOF



TILE IS WATERPROOF



TILE IS DURABLE

TILE COSTS LESS

TILE IS EASY TO CLEAN

The fired-in gleam of Tile is permanent. Tile cleans as easily as a china dish.

TILE IS STAINPROOF

Year after year, Tile keeps its fresh, new face because it is impervious to stains.

TILE IS WATERPROOF

Never a worry about that mysterious puddle because it just waits to be mopped up without water marks.

TILE IS DURABLE

Tile takes punishment. Even hot skillets or freezing ice trays don't harm it.

TILE COSTS LESS

Tile offers proved dollars and cents value. It saves money year after year. YOU CAN AFFORD IT.

ALL THESE ADVANTAGES *are found only in Clay Tile:*

- Long range economy
- Easy to keep clean
- Fireproof
- Permanent colors fired-in
- Resistant to wear and weather
- No refinishing cost
- Waterproof
- Stain and vermin proof
- Unlimited range of colors

Upstairs Downstairs

AT WORK OR PLAY OR JUST LOAFING

Gracious living calls for gracious surroundings, and Tile can be one of the major contributors to the life you want to lead.

For every decor—to fit any color scheme, there's a Tile motif for you. Choose Tile and you can be sure you'll never regret it—year after long, hard-wearing year.

We hope that the suggestions in this book are of help to you. If you have any further questions or would like some expert advice, be sure to get in touch with your local Tile contractor. He is listed in the classified phone directory.

THE TILE COUNCIL OF AMERICA

Room 3401
10 East 40th Street
New York 16, N. Y.

Room 433
727 West Seventh Street
Los Angeles, California

The Tile Council of America was formed in January, 1945, to provide a central source of information about floor and wall Tile, and to sponsor research and development projects designed to increase the usefulness of Tile in all types of private and public buildings.

PARTICIPATING COMPANIES

American Encaustic Tiling Co.
Architectural Tiling Company, Inc.
Atlantic Tile Manufacturing Co.
B. Mifflin Hood Co.
Cambridge Tile Manufacturing Co.
Carlyle Tile Company
General Tile Corporation
Gladding, McBean & Co.
Mosaic Tile Company, Inc.
Murray Tile Company, Inc.
National Tile & Manufacturing Co.
Olean Tile Company
Pacific Clay Products
Pacific Tile and Porcelain Co.
Pomona Tile Manufacturing Co.
Robertson Manufacturing Co.
Summitville Face Brick Co.
United States Quarry Tile Co.

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